



June 3, 2021

MEMORANDUM

TO: Chair Wes Hayes and Members, SC Commission on Higher Education

FROM: Chair Paul Batson, Chair and Members
Committee on Access & Equity and Student Services

An Overview and Data Report on College Application Month 2020

Background

The American College Application Campaign (ACAC), launched by the American Council on Education (ACE), is a national effort implemented in all 50 states and the District of Columbia whose primary focus is to increase the number of first-generation and low-income students who pursue a postsecondary education. ACAC highlighted research studies that found students are either not applying to college or not applying early enough in their senior year, not applying to colleges that are a good fit, and are not applying to enough colleges. Findings included: a) positive correlations between the number of colleges high school students apply and their likelihood of four-year college enrollment (*College Board Advocacy and Policy Center Research Brief, October 2011*); and 2) only a small number of high-achieving, low-income students apply to colleges that resemble their achievement's like their counterparts (*Hoxby & Turner, 2013*). Also, the research indicated that providing college application “coaching” to high school seniors increased postsecondary enrollment (*Carrell & Sacerdote, 2013*), and the decision to not apply to college suggests that decisions are made before high school graduation (*Hahb & Price, 2008*).

As a proactive response to the findings, the national effort aimed to assist high school seniors in navigating the college admissions process and to ensure that each participating student submits at least one college admissions application.

The South Carolina Commission on Higher Education (CHE) staff, in collaboration with the South Carolina Department of Education, met with North Carolina/GEAR UP in 2009 to study the College Application Day model and possible implementation of a program in South Carolina. South Carolina joined ACE in 2009 as the fifth state to implement College Application Month (CAM) events statewide. With additional support from community and business leaders, as well as volunteers and college admission professionals, CAM has transitioned from a month into a “season” which includes September, October, and November each year. In 2018, the ACAC operations and staff ended their contract ACE, and now reside with ACT, Inc.

Program Model: College Application Month

Like so many other events during 2020, the CAM program was impacted in various ways by COVID-19. In 2020, 231 high schools across the state registered to host College Application events in the fall (September – November). This represented ten (10) fewer school registrations than in 2019. When contacted, the schools who chose not to have a CAM event in Fall 2020 cited concerns with hosting programs virtually, or with added responsibility on a school counseling staff that was seeing an increased workload due to the number of students who were attending school in a virtual format. The events occurred during regular school business hours in most high schools, but some high schools elected this year to host evening events. Due to the fact that most of the participating high schools were allowing students to attend in full, or partially, virtual format, the majority of CAM programming during 2020 was also held virtually. This also meant the hosting and data collection was a challenge for the high schools. During these events, high school seniors were provided with the opportunity to receive application assistance from the community and college admissions professionals. One of the positives this year was that despite having to attend programs virtually, many colleges were still able to provide application fee waivers to students to be validated either on that specific event day or during the length of CAM.

To assist the students and families with providing additional opportunities to interact with college admission officers, and receive additional help with answering questions regarding applications, CHE staff developed supplemental programming for Fall 2020. These programs were created to fill in any gaps that existed in the move to virtual programming.

To assist those students who would be attending schools who elected not to have a CAM program in 2020, or who were attempting to complete college applications outside of College Application Month events or normal school hours, CHE requested that institutions develop “how-to” videos to support students who were working through their applications. Each institution was contacted and provided an opportunity to create a video for display on the SCCANGO College Application Month page. The 24 “how-to” videos CHE received from responding institutions were posted on the page in August and remain on the page to support those students who had not completed and submitted a college application.

CHE staff realized that due to the pandemic, students were unable to make traditional college visits during the prior Spring. Additional opportunities to connect students with colleges would be needed. In early Fall, staff was contacted by TALLO, a human resources entity that specializes in career fairs using technology. The group was interested in hosting a virtual college fair. CHE staff instantly recognized this as an opportunity to connect South Carolina high school Seniors with interested colleges and universities. The result was South Carolina’s first virtual CAM College Fair. During the event, held on November 10th, 2020, 700 seniors were matched with the 15 participating colleges, based on answers provided to a questionnaire developed by CHE and TALLO. The result was an event that generated 10,490 between the students and institutions, leading to 3,134 contacts made between the parties.

Finally, CHE staff worked with the state’s colleges and universities to develop co-sponsored application nights for students to attend during Fall 2020. The invitation to co-sponsor a college specific night was given to every college in South Carolina. The college would designate at least one evening during the Fall to virtually meet with students and parents on a virtual platform and answer any questions they had regarding the institution, or its application. Though each college was asked to host at least one event, many elected to co-sponsor multiple events. CHE staff assisted with promotion of the events in the community and agreed to join the colleges on the meeting to answer any questions regarding state scholarship & grant programs. In total, there were total of 40 CHE/Institution co-sponsor application nights held during Fall 2020. The 20 colleges who accepted the invitation to co-sponsor were:

- Central Carolina Technical College
- Coastal Carolina University
- Winthrop University
- The College of Charleston
- Charleston Southern University
- The University of South Carolina - Columbia

- Midlands Technical College
- The University of South Carolina
- Upstate
- The University of South Carolina
- Beaufort
- Aiken Technical College
- Lander University
- The University of South Carolina
- Lancaster
- Spartanburg Methodist College
- Converse College
- Horry-Georgetown Technical College
- The Technical College of the Lowcountry
- Tri-County Technical College
- Piedmont Technical College
- Florence-Darlington Technical College
- Allen University

Sustainability

From 2009-2014 the College Application Month Program was funded by through the College Access Challenge Grant (CACG), a federal grant from the U.S. Department of Education. The purpose of the CACG was to increase the number of low-income students who are prepared to enter and succeed in postsecondary education. Due to the inability to meet the federal maintenance of effort requirement from the State to fund higher education, which was a required component of CACG, grant funding was not awarded in FY 2015. After careful evaluation of the program, estimated costs to host basic CAM events statewide, is approximately \$5,500. Since 2015, CAM has been funded through the SC Commission on Higher Education, with contributions from partners, such as the SC Chamber of Commerce, the South Carolina State Treasurer's Office, ACT, and the College Board. For their part, the School Counselors in each of the registered high schools, and the college representatives have continued to execute and grow the CAM program each year. CHE will continue to explore and evaluate additional funding sources and resources to support CAM.

CAM 2020 continued the partnership with the Carolina Association of Collegiate Registrars & Admissions Officers (CACRAO). CACRAO is the professional organization that represents the Admissions and Recruitment Officers at the state's higher education institutions. A major part of the CAM program is the presence of college and university representatives at the CAM events in each high school to assist with application and admissions questions. In an effort to maximize this opportunity for both the high schools and higher education institutions, CHE and CACRAO developed a partnership that would introduce preferred weeks for high schools to hold their CAM events. In the agreement, high schools would be encouraged to hold their events during specific weeks, based on their geographic region of the state. If a high school held their CAM event during their preferred week, CACRAO could guarantee college representation for their CAM event. While a high school could still register for an event outside of that preferred week, the school would do so without a guarantee of having college representation at their CAM event. The partnership has proven beneficial for both the high schools and institutions and will continue in 2021.

CAM 2020 also introduced a new set of partnerships between CHE and the state's standardized testing agencies, ACT, and the College Board. The partnership with ACT was created in an effort to incentive high schools to begin hosting both CAM, College Goal South Carolina, and College Decision Month throughout the year. The partnership provided a new, annual award for one outstanding high school that hosted all three programs each year. ACT agreed to partner with CHE to designate one school each year as a School of Excellence. The winning school would need to host all three college access programs, provide their data for all three programs to CHE by established deadlines, and demonstrate either consistency or significant improvement in student success and participation in the programs. The state's first winner, River Bluff High School in Lexington, SC, was awarded for 2019. However, due to COVID protocols, an in-person scenario could not be performed. CHE staff was able to host that ceremony this Spring as the kick-off to our 2nd Virtual College & Career Month Celebration. The winner for 2020, Crescent High School in Anderson, SC, will be awarded to close out the celebration in mid-May.

CAM 2020 in South Carolina, as it did with the rest of the country, faced significant challenges trying to operate in the midst of a pandemic. COVID-19 forced schools and students into situations they had never experienced. Schools across the country were thrown into strictly virtual instructional methods, limiting student interaction with counselors and college admissions representatives. Even the few schools in South Carolina that maintained a face-to-face instructional delivery method prohibited visitors from visiting campus. The impact of COVID-19 was not only in the limitation of interaction with the colleges, but with the emotional well-being and motivation level of the students.

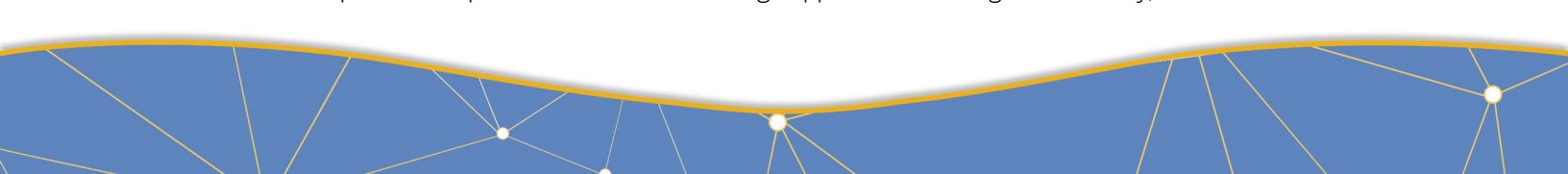
The CAM program was impacted, much in the same way of enrollment at colleges and universities. Many students neglected the college application process having to delay college plans for financial and health reasons. This was reflected in enrollment for the class of 2020. A report from the National Clearinghouse (December, 2020) shows that the number of high school graduates from across the country going straight to college decreased by 22 percent for the class of 2020, in comparison to the class of 2019. The report indicates that this decrease was driven mostly by losses of lower-income and urban high school students. The report indicates that this decline in college enrollment directly impacted minority groups. Nationally, graduates of high schools with a significant low-income population saw a nearly 30 percent drop in college enrollment, compared to a 17 percent drop for those at high-income high schools. High schools with large minority populations saw a 26.4 percent drop in college enrollment, compared to 18 percent for high schools with low minority populations. Declines were also greater for urban high schools, which saw a 25 percent drop compared to a 19.8 percent drop at suburban high schools and an 18.1 percent drop at rural high schools. In essence, college enrollment and application numbers were directly impacted by the COVID-19 pandemic.

Evaluation of the Data

In 2020, 231 South Carolina high schools (public, charter, virtual and adult education centers) registered to hold CAM events. Fifteen (15) events were postponed due to concerns with COVID-19. Three of the high schools did not submit an end-of-event report due to not collecting data during the event. These high schools consisted of approximately 36,380 high school seniors who had the opportunity to participate in a CAM event at their respective high schools. Of the total number of high school seniors, 11,756 signed-in to a CAM event. Based on these numbers, an estimated 23,462 college applications were completed and submitted by all high school seniors who signed-in to a CAM event. Prior to CAM 2020, the program had seen a significant increase in the number of estimated applications over the previous five years. The decrease in participation is directly related to the choices of the schools to move to online instruction, which forced the CAM program to operate in an online format. This provided challenges with data collection and survey completion. The focus of the programming and volunteer effort in this format was to ensure that students were adequately helped in the college application process. **(Attachment II).** CHE staff anticipates a return to in-person programming for Fall 2021, which should also dramatically increase the reported data for the CAM program.

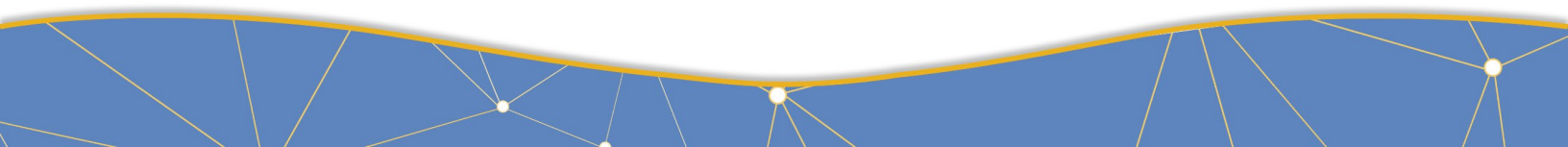
The online student survey (n=233) produced data from areas that focused on gender, race/ethnicity, first in family status, application assistance, promotional efforts (where did the student about CAM), application completion and institutions the student applied to during a CAM event. The survey presented the following results: 63% of the participating high schools seniors were female and 37% were male; of the students that self-identified in a specific race/ethnicity category, 46.3% reported as White or Caucasian, 36.9% Black or African American, and 12.8% reported Hispanic or Latino. Twenty-four percent reported that they were the first in their family to go to college, 77.7% reported they learned about CAM events from their school counselor, and a total of 81.4% reported they received college application assistance mainly from their school counselor and a college representative.

Approximately Fifty-one percent of the students completed one college application, 24.1% completed two, and 25.3% reported completed three or more college applications during CAM. Finally, Coastal Carolina



University, Winthrop University, USC-Columbia, Clemson, and College of Charleston received the highest number of applications as reported by the students who participated in the student survey. (**Attachment III**)

The CAM program saw significant challenges during the Fall 2020 cycle. These challenges ranged from the decision of the schools to switch to an online format, to developing additional ways to allow colleges and students to interact and continue a conversation that would normally happen during the event. These were challenges that each CAM program in the nation faced. Despite these challenges, the program found a way to adapt, and find ways to support South Carolina Seniors in the class of 2020 with completing their applications. The program looks forward to the return of in-person instruction in schools for the 2021-22 academic year, and the possible move back towards face to face programming.



College Application Month 2020 Event Sites

** Final End of Event Reports for these College Application Month events were not submitted by the site coordinator by the deadline 1/31/21*

School	Date	Start Time	# of Signed in Students
Abbeville High School	9/29/2020	9:00am - 12:00pm	77
AC Flora High School	9/22 & 9/23/2020	9:00am - 3:00pm	63
Academy for Technology and Academics	10/15/2020	8:00am - 3:00pm	5
Academy for the Arts, Science, and Technology	11/6/2020	9:00am - 2:00pm	19
Adult Education - Conway Education Center	10/22/2020	10:00am - 12:00pm	7
Adult Education - Myrtle Beach Family Learning Center	10/21/2020	10:00am - 12:00pm	22
Aiken High School	9/22 & 9/24/2020	9:00am - 12:00pm	20
Airport High School	10/27/2020	9:00am - 3:00pm	32
Alfred Rush Academy	9/30/2020	10:00am - 12:00pm	No Report
Allendale-Fairfax High School	10/2/2020	9:00am - 2:00pm	20
Anderson Five Charter School	10/8/2020	9:00am - 12:00pm	12
Andrew Jackson High School	9/22 & 9/24/2020	9:00am - 3:00pm	98
Andrews High School	10/9/2020	8:00am - 2:00pm	No Report
Ashley Ridge High School	10/8/2020	9:00am - 3:00pm	80
Aynor High School	10/30/2020	9:00am - 3:00pm	4
Bamberg-Ehrhardt High School	9/30/2020	8:00am - 1:00pm	No Report
Baptist Hill Middle high School	10/8/2020	11:30am - 3:30pm	46
Barnwell High School	9/24/2020	8:00am - 2:00pm	62
Batesburg Leesville High School	11/4/2020	8:00am - 3:00pm	5
Battery Creek High School	Postponed	9:00am - 2:00pm	No Report
Beaufort Academy	10/8/2020	9:00am - 12:00pm	27
Beaufort High School	10/9/2020	9:00am - 3:00pm	117
Beaufort Jasper ACE	Will contact reps if needed	No individual event this year	*
Belton Honea Path High	10/15 & 10/16/2020	9:00am - 3:00pm	150
Berea High School	10/30/2020	10:00am - 4:00pm	6
Berkeley High School	Cancelled		*
Bethune-Bowman Middle/High School	9/24/2020	9:00am - 1:00pm	53
Blacksburg High School	9/25/2020	8:00am - 3:00pm	66
Blackville-Hilda High School	9/18/2020	9:00am - 1:00pm	28
Blue Ridge High School	9/18/2020	9:00am - 12:00pm	31
Bluffton High School	10/9, 10/12 & 10/16//2020	9:00am - 10:30am	109
Blythewood High School	10/14/2020	10:00am - 12:00pm	55

Boiling Springs High School	Will contact reps	8:00am - 2:00pm	50
Branchville High School	9/30/2020	9:00am - 1:00pm	No Report
Brashier Middle College Charter HS	9/25/2020	10:00am - 2:00pm	23
Brookland-Cayce High School	10/21/2020	9:00am - 4:00pm	30
Broome High School	9/25/2020	8:00am - 2:00pm	112
Buford High School	9/10/2020	9:00am - 5:00pm	15
Burke High School	10/9/2020	9:00am - 12:00pm	25
C. E. Murray High School	10/13/2020	9:00am - 1:00pm	48
C.A. Johnson High School	10/14/2020	9:00am - 12:00pm	46
Calhoun County High	9/25/2020	9:00am - 12:00pm	70
Calhoun Falls Charter School	9/30/2020	11:00am - 2:00pm	17
Carolina Forest High	10/30/2020	8:00am - 4:00pm	76
Carolina High School	9/25/2020	9:00am - 12:00pm	21
Carvers Bay High School	9/15/2020	8:00am - 3:00pm	10
Catawba Ridge High School	9/28/2020	9:00am - 12:00pm	10
Central High School	10/7/2020	8:00am - 3:00pm	29
Chapin High School	Cancelled		*
Charleston Charter School for Math and Science	10/7 & 10/28/2020	1pm - 3pm	70
Charleston County School of the Arts	10/15/2020	9:00am - 3:00pm	20
Cheraw High School	10/1/2020	10:00am - 1:00pm	27
Chesnee High School	9/25/2020	9:00am - 12:00pm	No Report
Chester High School	9/30/2020	9:00am - 3:00pm	No Report
Chesterfield High School	9/29/2020 & 10/6/2020	9:00am - 11:00am	15
Clinton High School	10/23/2020	9:00am - 3:00pm	39
Clover High School	9/11/2020	12:00pm - 5:00pm	240
Coastal Leadership Academy	10/1/2020	1:00pm - 6:00pm	25
Colleton County High School	10/8/2020	9:00am - 3:00pm	278
Colleton Preparatory Academy	10/13/2020	9:00am - 12:00pm & 12:00pm - 2:00pm	203
Columbia High School	10/28/2020	10:00am - 12:00pm	35
Conway High School	10/29/2020	8:00am - 3:00pm	197
Cooper River Center for Advanced Studies	10/14/2020	9:00am - 3:00pm	35
Creek Bridge High School		12:00pm - 3:00pm	*
Crescent High School	10/15 & 10/16/2020	9:00am - 3:00pm	125
Crestwood High School	11/16 &11/17/2020	9:00am - 3:00pm	47
Cross High School	Cancelled	9:00am - 12:00pm	*
Cyber Academy of South Carolina	10/23/2020	10:00am - 12:00pm	16
Darlington High School	10/6/2020	11:00am - 1:00pm	450
Denmark-Olar High School	9/23 & 9/24/2020	9:00am - 12:30pm	28

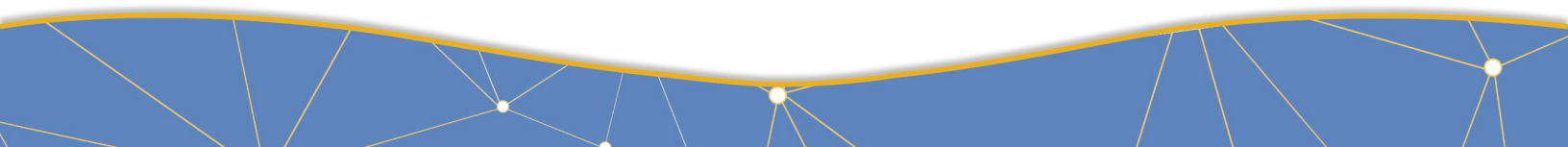
Dillon High School	9/30 & 10/1/2020	9:00am - 12:00pm	No Report
Dixie High School	9/11/2020	12:00pm - 3:00pm	No Report
Dorchester Academy	9/11/2020	11:00am - 1:00pm	15
Dorman High School	Will contact reps	Will contact reps	59
Dreher High School	10/14/2020	9:00am - 12:00pm	90
Dutch Fork High School	Cancelled	10:00am - 2:00pm	*
Easley High School	Cancelled	9:00am - 2:00pm	*
East Clarendon Middle-High School	10/30/2020	8:00am - 12:00pm	15
Eastside High School	10/9/2020	1:00pm - 3:00pm	45
Eau Claire High School	10/29/2020	9:00am - 11:00am	46
Edisto High School	10/19/2020	9:00am - 3:00pm	No Report
Emerald High School	8/24 - 8/28/2020	9:00am - 3:00pm	35
Estill High School	10/15/2020	9:00am - 3:00pm	30
Fairfield Central High School	10/20 - 10/23/2020	11:00am - 1:00pm	75
Fort Dorchester High School	10/9/2020	9:00am - 1:00pm	130
Fort Mill High School	9/15/2020	1:00pm - 3:00pm	216
Fox Creek High School	9/24/2020	9:00am - 12:00pm	45
Gaffney High School	9/15 and 9/17/2020	8:00am - 2:00pm	148
Garret Academy of Technology	10/11/2020	9:00am - 12:00pm	No Report
Georgetown County Adult Education (Howard Adult Center)	Cancelled		*
Georgetown High School	10/7/2020	9:00am - 3:00pm	28
Gilbert High School	10/21/2020	9:00am - 3:00pm	52
Goose Creek High School	10/15/2020	9:00am - 3:00pm	41
Great Falls High School	9/22 & 9/23//2020	9:00amm - 3:00pm	39
Green Sea Floyds High School	10/22/2020	8:00am - 3:00pm	20
Greenville Classical Academy	Cancelled	7:00pm- 8:00pm	*
Greenville Early College	9/18/2020	9:00am - 1:00pm	16
Greenville Senior High School	9/24/2020	12:00pm - 3:00pm	No Report
Greenville Technical Charter High School	10/16/2020	9:00am - 1:00pm	4
Greenwood High School	9/11/2020	9:00am - 3:00pm	33
Greer High School	10/13/2020	10:00am - 1:00pm	36
Greer Middle College Charter High School	11/6/2020	9:00am - 12:00pm	No Report
Greg Mathis Charter High School	10/15/2020	12:00pm - 2:00pm	No Report
Hannah-Pamplico High School	10/7/2020	8:00am - 11:00pm	30
Hartsville High School	9/28/2020	9:00am -2:00pm	45
HCS Early College High School	9/14/2020, 9/15/2020	8:00am - 2:00pm	75
HCS Scholars Academy	Cancelled	1:00pm - 3:00pm	*
Hemingway High School	10/7/2020	9:00am - 12:00pm	No Report

Heyward Career and Technology Center	Cancelled	9:00am - 2:00pm	*
High Point Academy	9/25/2020	8:00am - 9:15am	32
Hillcrest High School	10/16/2020	9:00am - 3:00pm	227
Hilton Head Christian Academy	10/14/2020	1:00pm - 3:00pm	No Report
Hilton Head Island High School	10/9/2020	9:00am - 12:00pm	27
Holy Trinity Classical Christian School	10/8/2020	8:00am - 12:00pm	21
Indian Land High School	9/10/2020	9:00am - 3:00pm	50
Irmo High School	10/23/2020	8:00am - 3:00pm	46
J.L. Mann High School	10/6/2020	9:00am - 2:00pm	271
James F Byrnes High School	10/21 &10/22/2020	8:00am - 3:00pm	83
James Island Charter High School	Cancelled	9:00am - 2:00pm	*
John Paul II Catholic School	Cancelled	10:00am - 1:00pm	*
Johnsonville High School	10/9/2020	10:00am - 1:00pm	No Report
Kingstree Senior High School	10/19/2020	9:00am - 1:00pm	81
Lake City Early College High School	11/13/2020	9:00am - 12:00pm	17
Lake Marion High School and Technology Center	9/25/2020	9:00am - 12:00pm	37
Lakewood High School	10/27/2020	9:00am - 4:00pm	20
Lamar High School	11/10/2020	10:00am - 12:00am	28
Lancaster High School	9/23/2020	9:00am - 2:00pm	61
Landrum High School	10/29 & 10/30/2020	8:00am - 2:00pm	53
Latta High School	10/6 & 10/7/2020	8:00am - 3:00pm	80
Laurens District 55 High	11/11/2020	9:00am - 3:00pm	32
Lee Central High School	10/30/2020	9:00am - 11:00am	36
Legacy Early College High School	10/23/2020	8:00am - 1:00pm	80
Lewisville High School	9/15/2020	8:00am - 2:00pm	No Report
Lexington Richland 5 Adult Education	10/30/2020	9:00am - 11:00am	No Report
Liberty High School	10/30/2020	9:00am - 2:00pm	No Report
Loris High School	9/15/2020	12:00pm - 2:00pm	62
Lowcountry Leadership Charter School	10/14/2020	9:00am - 12:00pm	No Report
Lower Richland High	10/14/2020	8:00am - 12:00pm	60
Lugoff Elgin High School	10/22/2020	8:00am - 1:00pm	35
Manning High School	10/20 - 10/22/2020	8:00am - 2:00pm	61
Marion High School	Cancelled	8:00am - 3:00pm	*
Marlboro County High School	10/7/2020	9:00am - 12:00pm	40
Mauldin High School	9/25/2020	9:00am - 2:00pm	134
May River High School	10/9/2020	9:00am - 3:00pm	42
McBee High School	10/1/2020 & 10/2/2020	9:00am - 12:00pm	18
McCormick High School	10/2/2020	9:00am - 2:00pm	25
Mid Carolina High School	9/4/2020	9:00am - 12:00pm	25
Midland Valley High School	9/17/2020	9:00am - 3:00pm	51

Midlands Middle College	11/4 & 11/5//2020	11:00am - 1:00pm	No Report
Midlands Technical College TRIO Programs	10/31/2020	9:00am - 12:00pm	42
Military Magnet Academy	10/16/2020	2:00pm - 3:30pm	25
Mullins High School	10/1 & 10/7/2020	10:00am - 2:00pm	No Report
Myrtle Beach High School	9/30/2020,	9:00am - 1:00pm	200
Nation Ford High School	9/15/2020	9:00am - 11:00pm	384
Newberry High School	10/22 & 10/23/2020	9:00am - 3:00pm	20
Ninety-Six High School	9/23 & 9/30/2020	9:00am - 3:00pm	100
North Charleston High School	11/12/2020	9:00am - 12:00pm	35
North Middle/High School	11/4/2020	9:00am - 12:00pm	23
North Myrtle Beach High School	10/30/2020	8:00am - 3:00pm	239
Northwestern High School	10/1/2020	8:00am - 4:00pm	No Report
Oceanside Collegiate Academy	10/15/2020	11:00am - 1:00pm	No Report
Orangeburg-Wilkinson High School	9/23/2020	10:00am - 2:00pm	63
Palmetto High School	10/15/2020	9:00am - 12:00pm	70
Patrick Henry Academy	10/12/2020	10:00am - 12:00pm	No Report
Pelion High School		9:00am - 3:00pm	43
Pendleton High School	10/8/2020	9:00am - 3:00pm	150
Phoenix Academy (Flexible Learning Center)	10/20/2020 & 10/21/2020	10:00am - 1:00pm	1
Phillip Simmons High School	10/8/2020 & 10/13/2020	9:00am - 4:00pm	No Report
Powdersville High School	10/15/2020	8:30am - 2:00pm	74
RB Stall High School	11/5/2020	9:00am - 2:00pm	43
Richland Northeast High School	10/20/2020	9:00am - 3:00pm	136
Richland One Middle College	10/20/2020	10:00am - 2:00pm	5
Ridge Spring-Monetta High School	9/24/2020	9:00am - 12:00pm	58
Ridgeland Hardeeville High School	10/14/2020	9:00am - 11:00am	75
Ridgeview High School	10/22/2020	10:00am - 2:00pm	31
Right Choices Program	No individual event this year	10:00am - 12:00pm	*
River Bluff High School	10/20/2020	9:00am - 3:00pm	206
Riverside High School	9/25/2020	10:00am - 12:00pm	15
Rock Hill High School	9/28/2020	9:00am - 3:00pm	30
Royal Live Oaks Academy of the Arts & Sciences Charter School	10/15/2020	9:00am - 3:00pm	No Report
Saluda High School	10/2/2020	10:00am - 2:00pm	38
SC Virtual Charter School	10/20/2020	1:00pm - 4:00pm	15
SC Whitmore School	10/23/2020	5:00pm - 7:00pm	12
Seneca High School	Will contact Reps		No Report
Septima P. Clark Academy	10/20/2020	9:00am - 11:30am	35

Silver Bluff High School	9/24/2020	9:00am - 3:00pm	30
Socastee High School	9/15/2020	9:00am - 2:00pm	70
South Aiken High School	No individual event this year	9:00am-12:00pm	*
South Florence High School	10/1/2020	9:00am - 2:00pm	139
South Pointe High School	Counselor Will Contact	Counselor will contact	No Report
Southside High School	9/24/2020	9:00am - 3:00pm	100
Spartanburg Early College High School	9/18/2020	9:00am - 12:00pm	23
Spartanburg High School	10/23/2020	8:00am - 3:00pm	300
Spring Hill High School	10/23 & 10/26/2020	8:00am - 3:00pm	49
St. James High School	10/7/2020	8:00am - 3:00pm	25
St. John's High School	10/8/2020	9:00am - 1:00pm	20
Stratford High School	10/9/2020	9:00am - 4:00pm	31
Summerville High School	Cancelled	11:00am - 1:30pm	*
Sumter High School	10/28/2020	9:00am - 2:00pm	15
Swansea High School	10/21 & 10/22/2020	9:00am - 2:00pm	88
Thomas Sumter Academy	10/30/2020	9:00am - 10:00am	10
Timberland High School	Postponed	9:00am - 1:00pm	22
Timmons High School	10/2/2020	1:00pm - 3:00pm	20
TL Hanna High School	Cancelled	8:00am - 3:00pm	*
Travelers Rest High School	10/8/2020	11:45am - 2:15pm	11
Union County High School	10/14 and 10/15/2020	9:00am - 2:00pm	No Report
Vine and Branches Home Educators	11/6/2020	9:00am - 10:00am	No Report
W. J. Keenan High School	10/14/2020	8:00am - 12:00pm	25
Waccamaw High School	9/11/2020	8:00am - 1:00pm	117
Wade Hampton High School	9/25/2020	9:00am - 3:00pm	79
Wade Hampton High School	No Data	9:00am - 3:00pm	No Report
Wagener-Salley High School	9/18/2020	9:00am - 3:00pm	No Report
Walhalla High School	Will schedule	9:00am - 3:00pm	No Report
Wando High School	Cancelled	9:00am - 3:00pm	No Report
Ware Shoals High School	9/17 and 9/18/2020	9:00am - 2:00pm	30
West Florence High School	10/2/2020	9:00am - 12:00pm	10
West-Oak High School	October; Will Schedule Reps		150
Westside High School	10/8 & 10/9/2020	9:00am - 1:00pm	197
Westwood High School	10/22/2020	9:00am - 3:00pm	32
Whale Branch Early College High School	10/2/2020	9:00am - 3:00pm	57
White Knoll High School	10/7/2020	9:00am - 3:00pm	20
Whitmire Community School	9/17 & 9/18/2020	10:00am - 12:00pm	45

Williston-Elko High School	9/25/2020	8:30am - 12:00pm	24
Wilson High School	10/6/2020 & 10/7/2020	9:00am - 2:00pm	20
Woodland High School	10/8/2020	10:00am - 2:00pm	78
Woodmont High School	10/1/2020	1:00pm - 4:00pm	80
Woodruff High School	10/2/2020, 10/7/2020, 10/8/2020	9:00am - 3:00pm	107
Wren High School	10/8/2020	9:00am - 1:00pm	35
York Comprehensive High School	Cancelled	10:00am - 4:00pm	*
York Preparatory Academy	9/10/2020	9:00am - 12:00pm	1
TOTAL			11,756



Results of CAM 2009-2020

	2009	2014	2015	2016	2017	2018	2019	2020
Total # of Participating High Schools	12	214	215	223	231	237	239	231*
Total # of high school seniors reported by site coordinators	1,000	43,931	45,828	48,298	47,746	47,406	46,428	36,380*
Total # of volunteers and college representatives who assisted with CAM events.	N/A	2,240	854	2,366	2,218	1,368	1,904	1,929
# of high school seniors who signed into a CAM event	N/A	20,416	21,904	22,052	22,617	24,129	24,678**	11,756**
# of signed in high school seniors that completed the Student Survey	N/A	8,505	6,595	8,499	6,389	7,324	7,576	233
# of students who completed the Student Survey self-reported as "First in Family"	N/A	2,475	2,088	2,718	1,985	1,366	1,579	57
# of completed college applications as reported from Student Survey	N/A	26,907	9,662	14,513	11,837	14,336	15,045	465
Estimated # of completed college applications	N/A	64,589	32,090	37,656	41,902	47,230	49,007	23,462***

- N/A = information was either not collected or requested by ACE during that specific program year

*There are ~293 public high schools and ~207 private high schools in South Carolina. Of the 231 registered schools, 15 events were cancelled and 3 did not collect data (virtual)

**179 out of 213 possible End of Event reports were submitted to CHE following CAM events as of (3/15/21)

***Total # of high school seniors who signed-in to a CAM event divided by # of signed-in high school seniors who completed the Student Survey multiplied by the # of completed college applications reported by high school seniors who completed the Student Survey/sign in sheet.

Student Survey Results (n=465) from College Application Month 2020

1. **Gender:** 63% (female), 37% (male)
2. **Race/Ethnicity:** 46.3% (white), 36.9% (Black or AA), 12.8% (Hispanic or Latino), 1.0% (other - included two or more races), 2% (Asian), .9% (American Indian or Alaska Native)
3. **First in Family:** 24.4% (Yes), 75.6% (No)
4. **Application Assistance:** 58%.7 (School Counselor), 22.7% (College Representative), 11.1% (Other), 3% (Teacher), 1% (Community Volunteer), 7.2% (Parent)
5. **Promotional Effort:** 77.7% (School Counselor), 8.5% (Teacher), 7.7% (Friend), 3% (Parent), 1.7% (Flyers/Posters), 1% (News/Media), 0.4% (Social Media).
6. **Completion of Applications:** 46% (one), 24.1% (two), 25.3% (three or more), and 0% (Did not complete an application).
7. **Top 10 Applications:** Winthrop University, University of South Carolina/Upstate, Coastal Carolina University, College of Charleston, University of South Carolina/Columbia, Francis Marion University, Greenville Technical College, Clemson University, South Carolina State University, and Charleston Southern University.

Student Comments from the 2020 Student Survey (n=233)

Students were asked to comment on their experiences and provide insight on improvements during CAM. A consistent theme among the student responses was the desire to have fee waivers from all of the participating colleges and universities, even for those students who do not qualify for the CollegeBoard and ACT waivers, which are typically based on family income level. There were positive comments for the use of virtual options to allow a wider variety of colleges to support the events this year. Typically, the colleges attend events occurring within their major service area, with some exceptions. Overall, the general student response communicated in the survey was positive towards CAM.